

Woman-Owned Business Enterprise (WBE) Certification Fact Sheet

Eligibility Criteria:

- Business must be at least 51% owned, controlled and actively managed by a woman applicant

WBE Certification Information and Application:

- www.commerce.wi.gov/BD/BD-WBECertification.html
- 608-267-0297 or cdunn@commerce.wi.gov

Certifying Woman-Owned Businesses

The State of Wisconsin is now a woman-owned business certifier and is committed to providing woman-owned businesses with a credible certification that validates their business ownership status. The program, administered by the Department of Commerce's Business Development Division, was established in order to facilitate contracting capabilities for women with both the public and private sector.

In today's competitive market, woman-owned businesses must find ways to expand their markets. While a WBE certification does not guarantee contracting

opportunities it does provide advantages when combined with a strategic marketing plan. As a woman-owned certified business, you pitch your value to both government and corporations that have goaling requirements for doing business with certified diversity suppliers.

Every applicant should evaluate the benefits to their business in being a certified woman-owned business. If your business provides a service or a supply that is needed by the government or a corporation, then certification may be right for you. A pre-certification self assessment is available

on the
Commerce
web site.



WBE Application Process



The Application and a Document Checklist is available on the Web Site or by contacting

the Department of Commerce at 608-267-0297. Please keep in mind that the department must review and analyze proprietary financial documents to determine your eligibility. Processing time is 4 to 6 weeks.

The cost for the 3- year certification is \$150. Applicants certified through the WI Dept. of Transportation or the WI Dept. of Commerce Minority Business Program will have a streamlined application process and a reduced fee.

Resources for WBE Applicants at the Commerce Web Site:

Frequently Asked Questions

Webcast—"Maximize the Value of Your WBE Certification"

Events of Interest for WBE's